

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 SIG-02 CIAE-00
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UR/NE/WNEWLIN (INFO)

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TO AMEMBASSY BRUSSELS PRIORITY
AMEMBASSY THE HAGUE PRIORITY
AMEMBASSY LUXEMBOURG PRIORITY
INFO AMEMBASSY PARIS PRIORITY
AMCONSUL ANTWERP PRIORITY
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E.O. 11652: N.A.

TAGS: BEXP, BE, NL, LU, FR, GW

SUBJECT: COUNTRY COMMERCIAL PROGRAM: YEAR END WCAG REVIEW
OF NETHERLANDS AND BELGIUM

REF: (A) BRUSSELS 14140; (B) THE HAGUE 5159

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1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR THE
BENELUX COUNTRIES MET ON OCTOBER 21 TO REVIEW THE POSTS'
PUNCTUAL YEAR-END REPORTS ON THE FY-77 CCP'S. WCAG HIGHLY
GRATIFIED WITH OVERALL CCP RESULTS FOR BELGIUM AND THE
NETHERLANDS DETAILED IN REFTELS AND APPRECIATIVE OF POSTS
THOUGHTFUL ANALYSIS OF THE ENTIRE CCP PROCESS AND SUGGEST-
IONS FOR STRENGTHENING IT FURTHER. WCAG BELIEVES THAT

CCAG'S HAVE PROVED THE CCP TO BE A VALUABLE TOOL FOR DEFINING USG COMMERCIAL GOALS, ESTABLISHING PRIORITIES, ALLOCATING RESOURCES, MONITORING PROGRESS AND, AS FAR AS POSSIBLE, MEASURING RESULTS. DURING FY-77, THE CCP ALSO WAS USEFUL IN SHARPLY DEFINING THE IMPACT OF REDUCED PERSONNEL RESOURCES ON COMMERCIAL INITIATIVE WORK. CONSIDERING THESE PROBLEMS, BOTH POSTS DID EXTREMELY WELL IN ADHERING TO CCP.

2. WCAG REVIEWED SPECIFIC PROGRAM RESULTS IN SOME DETAIL AND OFFER THESE COMMENTS IN GUIDING POSTS' FY-78 CCP EFFORTS:

A. TRADE OPPORTUNITIES PROGRAM - RESULTS FOR FY-77 VERY IMPRESSIVE BOTH IN QUANTITY (BELGIUM 220 PERCENT OF TARGET, HOLLAND 112 PERCENT OF TARGET OVERALL) AND QUALITY. BELGIAN ANALYSIS OF INITIATIVE TO'S ESPECIALLY HELPFUL. HERE THE COUNT WAS 252 INITIATIVE TO'S ALMOST HALF THE TOTAL SUBMITTED. TWO CATALOG SHOWS HELD AT BELGIAN TRADE FAIRS (CAMPAIGNS 3 AND 5) CONTRIBUTED IN A MAJOR WAY TO THE T.O. TOTAL. USDOC WILL CONTINUE TO PURSUE CATALOG B.I.O. EVENTS IN BENELUX IN ADDITION TO PROPOSED SERIES OF IMC EXHIBITIONS THERE STARTING IN FY-79. BENELUX IS THE MOST ACTIVE DEVELOPED MARKET AREA IN THE WORLD FOR USDOC CATALOG PROMOTIONS AND EXCELLENT FY-77 RESULTS ACHIEVED BY POSTS FULLY JUSTIFY CONTINUED PROMOTION INVESTMENT THERE. T.O.P. MANAGEMENT SEEKING WAYS TO IMPROVE SERVICE, PARTICULARLY PRODUCT IDENTIFICATION AND SPEED OF UNCLASSIFIED

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DISSEMINATION. WCAG SUGGESTS POSTS IN TURN ALLOCATE TIME IN FY-78 CCP FOR FOLLOW-UP EVALUATION OF 50-100 T.O.'S BUT DEFER ACTION PENDING USDOC INSTRUCTIONS DUE ABOUT JANUARY 30, 1978. THE OBJECTIVE WILL BE TO ASCERTAIN BOTTOM LINE RESULTS OF T.O. PROGRAM ON A SAMPLE BASIS.

B. FOREIGN BUYER PROGRAM - WCAG UNANIMOUS THAT EXCELLENT RESULTS ACHIEVED ESPECIALLY IN THE NETHERLANDS WERE ENHANCED BY SYSTEMATIC APPROACH LAID OUT WITHIN OVERALL CCP FORMAT AND FOLLOWED BY POSTS. ASSISTANCE FOR INDIVIDUAL FOREIGN BUYERS VISITING U.S. IS A GROWING PART OF PROGRAM. FB MANAGEMENT REQUESTS POST OBTAIN IN EACH CASE AS SPECIFIC PRODUCT DATA AS POSSIBLE. COMMERCE BUSINESS DAILY AND COMMERCE AMERICA ARE PROVING USEFUL ADVERTISING MEDIA FOR ASSISTING FOREIGN BUYERS. AS WITH T.O.P., IT IS HIGHLY DESIRABLE FOR POSTS TO DEVISE WAYS TO MEASURE BOTTOM LINE RESULTS OF FOREIGN BUYER ASSISTANCE, PERHAPS ON SAMPLE BASIS. F.B. STAFF RECENTLY ATTEMPTED SAMPLING MEASUREMENT OF RESULTS IN U.S., WILL FORWARD COPIES OF REPORT TO POSTS.

C. MAJOR EXPORT PROJECTS DIVISION NOTED THERE WERE NO DEVELOPMENTS IN BENELUX IN FY-77 WARRANTING USG ACTION ON

BEHALF OF U.S. FIRMS.

D. MAJOR PRODUCTS - WCAG DISCUSSED WAYS TO BEST KEEP TRACK OF NATO OPPORTUNITIES. REPRESENTATIVE FROM MAJOR PRODUCTS PROGRAM EXPRESSED CONCERN THAT FREQUENCY OF FOLLOW-UP REPORTING WAS LESS THAN OPTIMAL. WCAG SUGGESTED MAJOR PRODUCTS MAY NOT BE RECEIVING ALL REPORTS COMING IN FROM BENELUX POSTS AND THIS SHOULD BE CHECKED. IN ANY CASE WCAG PRESUMES MILITARY ATTACHE ATTENDS CCAG MEETINGS AND THIS SHOULD HELP TO INSURE ALL NATO OPPORTUNITIES ARE

CONTINUOUSLY COVERED.

E. VISIT U.S.A. - WCAG MOST APPRECIATIVE OF COMMITTEES'
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DILIGENCE AND SUCCESS DURING FY-77. USTS REPRESENTATIVE REPORTED NUMBER BELGIAN VISITORS UP 43 PERCENT, SPENDING UP 64 PERCENT; DUTCH VISITORS UP 28 PERCENT, SPENDING UP 36 PERCENT. AMEMBASSY BRUSSELS MAY WANT TO LEARN MORE OF WOMENS VOLUNTEER PROGRAM IN NETHERLANDS IN CASE THIS COULD BE ADAPTED TO BELGIUM/LUXEMBOURG AND HELP RELIEVE WORKLOAD OF COMMERCIAL SECTION.

3. USIS SUPPORT OF FY-77 CCP HAS BEEN NOTEWORTHLY. USIS SHOULD CONTINUE TO WORK CLOSELY WITH THE COMMERCIAL SECTION TO INSURE THAT THIS SELECTIVE SUPPORT, WITHIN THE SCOPE OF POSTS' PRIORITIES, CONTINUES TO BE PROVIDED FOR CCP ACTIVITIES IN FY-78.

4. WCAG NOTED THAT ANTWERP'S COMMERCIAL EXPERTISE AND ENERGY HAS CONTRIBUTED IMPORTANTLY TO SUCCESS OF CCP IN BELGIUM. VANCE

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